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ENERGIZER HOLDINGS SWOT & PESTLE ANALYSIS

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Company Name : Energizer Holdings

Company Sector : Consumer Products

Operating Geography : United States, North America, Global

About the Company : Energizer Holdings is one of the world's largest manufacturers, marketers and distributors of household batteries, specialty batteries and lighting products. Energizer is expanding and it aims to be a leading designer & marketer of automotive fragrance and appearance products.

Energizer is the beneficiary of over 100 years of expertise in the battery and portable lighting products industries. Its brand names, Energizer® and Eveready®, have worldwide recognition for innovation, quality and dependability.

Energizer separated from its parent company Edgewell Personal Care Company (Edgewell) in 2015. The company is expanding in auto care segment by acquiring Spectrum's global auto care business, including Armor All®, STP®, and A/C PRO® brands. The company is a publicly traded company and listed in New York stock exchange under the symbol ENR. Energizer has over 7,000 employees as of 2020.

Energizer has been spending a lot in innovating new products; it was the first company to launch its first flash light, dry cell alkaline battery, the world's longest-lasting AA and AAA battery for high-tech devices. The product portfolio spans multiple technologies. It also houses an extensive line of lighting products designed to meet a variety of consumer needs. The company is continuously spending in innovating portable lighting products which are designed to meet emergency situations, outdoor demand and customization as per customer needs. The competition within the sector is based upon brand perceptions, product performance, price, retail execution and customer service. Continuous growth in technology, consumer demographics and disasters are some key drivers of market competition. The changing retail environment could affect the financial condition and results of operations.

Energizer's Mission statement is to "Achieve industry leadership as a diversified, global

household leader company in Batteries, Lights, and Auto Care”.

Revenue :

US\$ 2,744.8 million – FY ended 30th Sep 2020 (y-o-y growth 10.03%)

US\$ 2,494.5 million – FY ended 30th Sep 2019 (y-o-y growth 38.76%)

US\$ 1797.7 million – FY ended 30th Sep 2018

SWOT Analysis :

The SWOT Analysis for Energizer Holdings is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Diversified products portfolio in batteries, lights and auto care 2.Powerful portfolio of leading iconic brands and products 3.Innovation accompanied by operation excellence will drive organic growth 4.Consistent performance putting Energizer in a strong financial position 5.Securing strong distribution network and expanding shelf space with existing customers 	<ul style="list-style-type: none"> 1.Seasonality in sales as it depends on weather 2.Protection of intellectual property rights 3.High debt obligation increasing interest outgo
Opportunities	Threats
<ul style="list-style-type: none"> 1.Batteries and auto care \u2013 large and growing segments with a favorable outlook 2.Leveraging the rapid increase in internet to increase social media presence 3.Investment opportunity to develop environment friendly products 4.Increasing the price of products as household income is increasing which will help to improve profit margins 5.Using IT analytics setup to avoid seasonality impacting production 	<ul style="list-style-type: none"> 1.Impact on business by exchange rates, currencies 2.Launch of premier products by competitors and national roll out of private labels 3.Changing retail preferences to impact existing business model 4.Impact in profit margins with increase in competition 5.Entry of competitors at lower price 6.Tariff and Brexit increasing uncertainty in managing supply chain

PESTLE Analysis :

The PESTLE Analysis for Energizer Holdings is given below:

Political	Economical
1.Changes in tax rates 2.Brexit and Trade regulations on supply chain	1.Fluctuations in exchange rates impact on net profit 2.Rising disposable income across middle class segments
Social	Technological
1.Product and colleague safety concerns 2.Millennials opting for Do-It-Yourself Car Care	1.Leveraging analytics tools for data forecasting 2.Changing retail environment driven by advancements in technology
Legal	Environmental
1.Impact of intellectual property infringement	1.Product disposal issues and water waste effluents 2.Initiatives to reduce the impact of products on the environment

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